

# 2014-15 College/University Flu Vaccination Challenge

Stefanie DeVita & Courtnay Londo

Progress Update  
Webinar #2

November 12,  
2014

# OUTLINE

- Challenge promotion
- Progress update
- 2014-15 flu season update
- Update from schools and partners
- Moving forward

# CHALLENGE PROMOTION

# CHALLENGE IN THE NEWS

■ <http://www.wilx.com/video?videoid=2963556>



## Flu shot challenge encourages competition between Michigan schools



(Photo: Mary Schroeder/Detroit Free Press)

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The Michigan Department of Community Health has announced it will partner with colleges, universities and several organizations to encourage young adults to get flu vaccinations through a friendly competition.

The department is starting a challenge among school health centers to see which college or university can get the highest percentage of students vaccinated against the flu this season. Thirteen schools throughout the state are enrolled in the 2014-15 Flu Vaccination Challenge.

According to Michigan Care Improvement Registry data, only about 10% of people 18 to 24 years old were vaccinated during the 2013-14 flu season. The department says several healthy young adults in Michigan die from the flu each year, and a vaccination is the best way to prevent influenza infection.



## Michigan colleges try to beat the flu

Share Tweet +1 E-mail Be the first to comment Print

By STEVE CARMODY

Thirteen Michigan colleges and universities are trying to get more students to get flu shots this fall.

Angela Minicuci with the Michigan Department of Community Health says college-age students tend to have extremely low influenza vaccination rates.

Only about 10% of people between the ages of 18 and 24 got a flu shot last year.

Last year, a female college student in southeast Michigan died of complications from the flu.



Students walking on the U of M campus. How many have had their flu shot?

## Michigan Launches New Flu Vaccination Challenge

Posted: Thu 3:57 PM, Sep 04, 2014

By: Associated Press

Home / Headlines List / Article

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MGN Online

### Related Links

➔ Michigan Department of Community Health



# NEWS FROM YOU

The Eastern  
**Echo**

## Students encouraged to get flu vaccinations

**EASTERN**  
MICHIGAN UNIVERSITY

**Spread the word, not the flu, and get vaccinated this semester**

New grant allows clinic staff to vaccinate up to 50 uninsured students



Robin Kerrigan, RN, administers a flu vaccine to Eastern's president, Susan Martin. Waiting for their turn are student government leaders (from left) Eden Zimak, Adam Reid and Desmond Miller, and Provost and Executive Vice President of Academic and Student Affairs Kim Schatzel. Student leaders are encouraging faculty, staff and students to get a flu shot.

## MICHIGAN STATE UNIVERSITY | TODAY

Published: Oct. 27, 2014

## MSU IS PARTICIPATING IN MICHIGAN'S FIRST-EVER **COLLEGE FLU VACCINATION CHALLENGE**

Contact(s): [Kathi Braunlich](#)

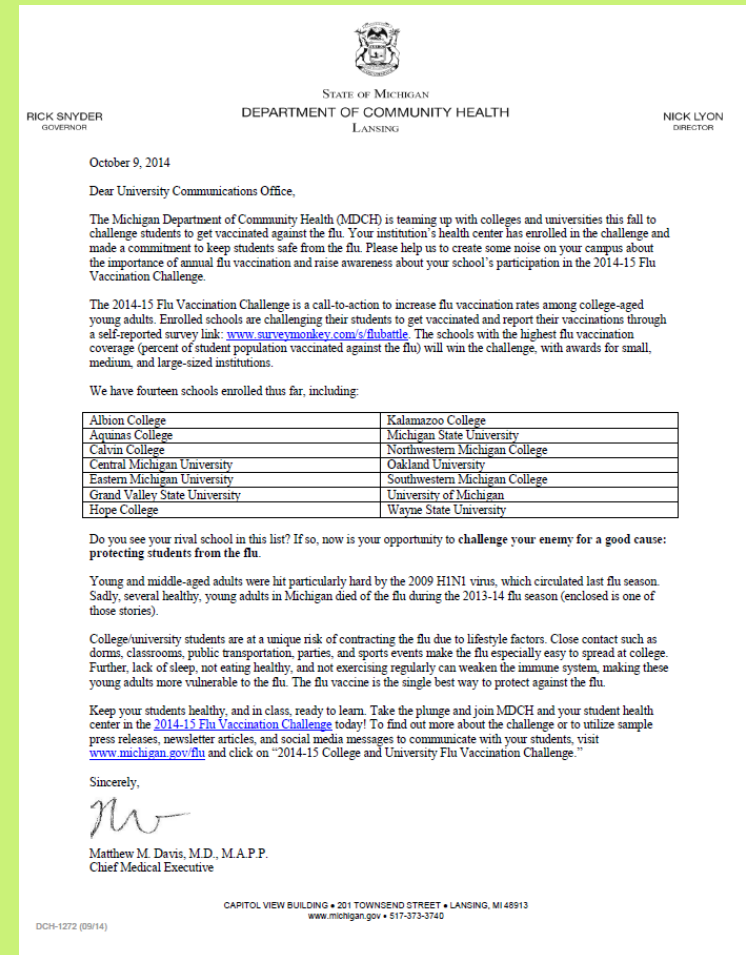
Michigan State University is partnering with the Michigan Department of Community Health and 13 other universities to challenge students to get vaccinated against the flu.

GRAND VALLEY  
**Lanthorn**

**GVSU competes to fight the flu**

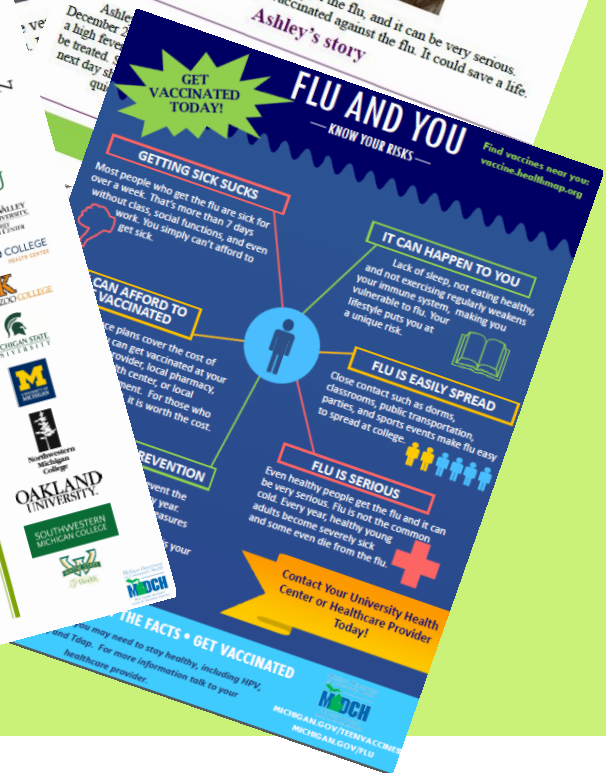
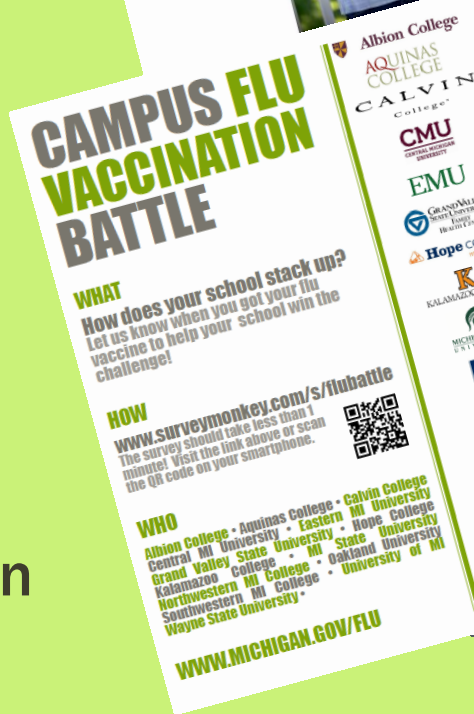
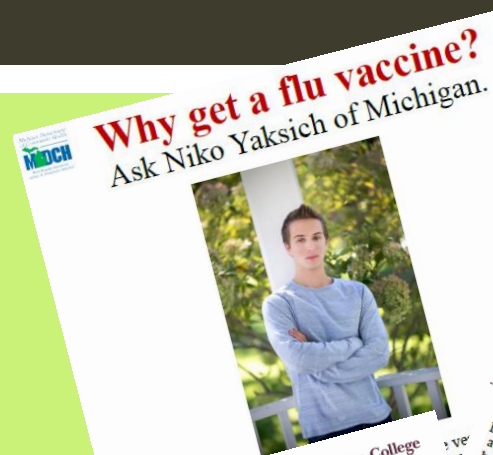
# JOINT LETTERS

- Electronic letters distributed to:
  - Medical, Nursing, Pharmacy, and Public Health Schools
  - University Communications Offices
  - Residence Hall Associations and Student Organizations
  - Pharmacies
- Key points:
  - Challenge goals
  - Enrolled institutions
  - Spread the word! Encourage young adults to take the survey



# PRINTED MATERIALS FROM MDCH

- Enrolled schools
- Residence halls and student life groups (limited)
- Pharmacies in the counties of enrolled schools
- Local health departments
- Small stockpile at MDCH available upon request



# SOCIAL MEDIA STATS

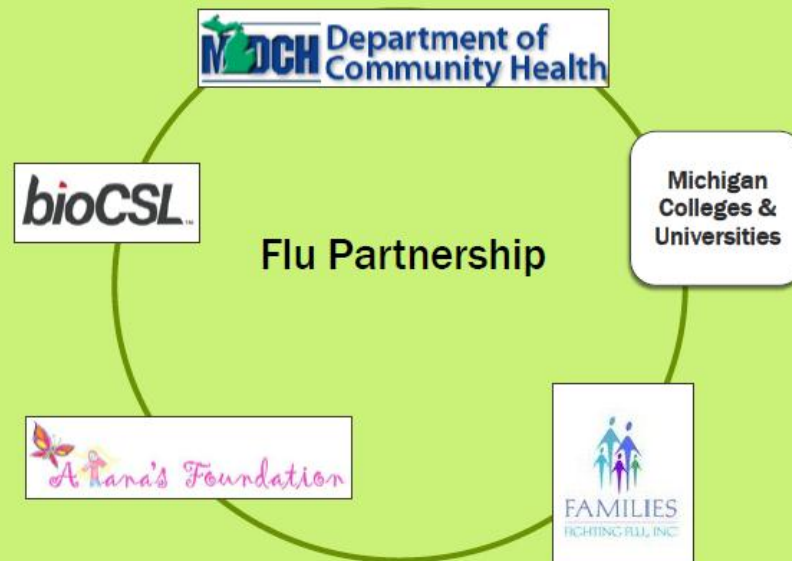
- **Official Flu Challenge Hashtags and Accounts:**
  - #fluchallenge
  - #fluselfie

Likes	Shares	Comments	Post Ttl Reach	Post Ttl Impressions	Engaged Users	Negative users
59	10	3	2,710	5,772	115	3



# EXTERNAL COLLABORATION

- Social media listening
- Helping increase awareness via print ad, PSA
- Not directly mentioning college flu challenge, but materials can be used by all enrolled schools



# PRINT AD – CAMPUS NEWSPAPERS

I'M DOING IT FOR  
MY SISTER.


TAKE THE CHALLENGE TODAY.

**I lost my sister to the flu.  
Alana was a healthy young girl one  
day, and she was gone the next.**

No one is invincible against this dangerous disease, but we can protect ourselves and avoid spreading the flu to our friends and families by getting vaccinated.<sup>1</sup> Take the Michigan Department of Community Health's Flu Vaccination Challenge and see how your school stacks up to other Michigan campuses.

Visit your campus health center or find a clinic  
at [flushot.healthmap.org](http://flushot.healthmap.org), and join the challenge  
at [www.surveymonkey.com/s/flubattle](http://www.surveymonkey.com/s/flubattle)

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 Alana's Foundation

 FAMILIES  
FIGHTING BULL, INC.



1. CDC



# PRINT AD PLACEMENT

School	Newspaper	Publication Date
Albion College	No response	NA
Aquinas College	The Saint	Nov 19
Calvin College	Chimes	Oct 24
Central Michigan University	Central MI Life	Oct 29
Eastern Michigan University	The Eastern Echo	Oct 27
Grand Valley State University	The Grand Valley Lanthorn	Oct 27
Hope College	The Anchor	NA

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School	Newspaper	Publication Date
Kalamazoo College	The Index	Oct 29
Michigan State University	The State News	Oct 24
Northwestern Michigan College	White Pine Press	Nov 6
Oakland University	The Oakland Post	Oct 29
Southwestern Michigan College	No advertising	NA
University of Michigan	The Michigan Daily	Oct 27
Wayne State University	The South End	Nov 12



## Freerunners turn campus into their playground

ONLINE  
To view a video of the MSU Parkour and Freerunning Club, visit [statelibrary.com/multimedia](http://statelibrary.com/multimedia)



Geological sciences senior Ryan Keenan practices parkour on Oct. 9, 2014, at Williams Hall. Keenan has done parkour for about six years. PHOTO: ERIN HAMPTON

BY ERIN HAMPTON  
HAMPTON@STATENews.com

For some of the students on campus invested in parkour, the sport is as serious as training day and as relaxed as an increase in jump of things.

"Parkour legitimizes being a child again and using every obstacle as your playground," laughed geological sciences senior Ryan Keenan.

Since the MSU Parkour and Freerunning Club officially became a registered student organization this year, it has taken on a never and deeper meaning for parkour athletes. Keenan, who has been doing parkour for about six years, said before the club was formed, he and his friends trained on their own.

"My friend Matt and I sort of had an informal club," Keenan said. "We would train every Sunday 2, and then people would just meet up when they could."

Training wherever with whenever was enough for the group. Keenan said as a senior, this method of training had always worked for him, though never with members who are just starting

might feel differently.

For me, I'm OK with whatever," said Keenan. "I just want to train with a bunch of people and have a peer educator for the Seasonal Health and Performance Violence Prevention Program."

Initially, Keenan and other members didn't mind that their parkour club was unofficial. Then Keenan realized not everyone is like that.

"People want more structure. People need, you know, to see that it's legit or more accessible. It is good because it seems more official," Keenan said.

Before the club became an RSO, congregating a group of parkour lovers came from word of mouth, Facebook posts, and the need to train and share a common interest with others. The only difference in the group's past and present is new members, more structure, and the ability to call themselves members of the MSU Parkour and Freerunning Club.

During weekly meetings, new members can train with more

a background in teaching with experience as a tutor for Student Athlete Support Services and a peer educator for the Seasonal Health and Performance Violence Prevention Program. "I have a background in teaching and that's kind of what I want to do," said Bigley. "I just think it's awesome that I'm teaching these people new techniques which they get it right away or not. So you just explain it in a different way and try to be open with them."

Now members like chemical engineering freshman Ryan Cooke said that the hardest thing to learn is how to be a safety roll.

"You can go far distance and then you roll out so that you don't break your face or anything," said Cooke. "If you don't know what you are doing, that can really hurt."

66 Campus ministries primarily addressed our mind whereas something like chapel largely addressed our heart commitment. Christina de Groot, "Aims Different"

## Aims different, yet linked

Religion and campus ministries differ in purpose

BY LAUREN DEHAN  
DEHAN@STATENews.com

While both campus ministries and the religion department focus on the spiritual growth of students, the two largely differ in their

"I say they both have very different and different roles at Calvin College. You wouldn't go into chapel at 10 a.m. and expect a lecture on the history of Calvin College. You wouldn't go into chapel at 10 a.m. and expect to learn lessons on how to better the relationship with your parents and how you will lead you to a better understanding of God," said de Groot.

Christina de Groot, a sophomore in the religion department, said she has been in the States for a lot longer than most, but never saw a movie that was shown in the States time in mainland China. "Go writer" is definitely a fine-line experience. The film has been wildly successful. During the film's first week in theater, it earned one billion U.S. equivalent to \$65 million — making it the highest-grossing Chinese film in China's history to date.

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## Seminaries versus inform students

Half of the students that go to Calvin Seminary are not CNU which provides a diverse learning environment, according to Bigley.

"Students are drawn to the quality of the academic experience," said Bigley. "Calvin Seminary strives to make a seminary education practical."

Bigley said he understands the concerns of new members, although he hasn't experienced

## RELIGION

BY KATELYN BOGOSH  
BOGOSH@STATENews.com

This week Calvin hosted two events to help students explore their interests in seminary. A workshop titled "What is Seminary?" led by professors

and the seminary staff in which staff members and students explored what it means to be a minister of the gospel.

Calvin Seminary is a Christian seminary that provides a diverse learning environment, according to Bigley.

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## Echo Comics

HUMOR IS DEAD | VICKI BEHNE



WHY PEOPLE LIKE JOE | JOSEPH GILJIM



FRAT RAGE | RICK HALL



CUCUMBER PARTS | KENZIE JOHNSON



BUTT OF THE DAY



ANIMAL OF THE DAY



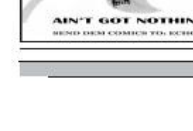
Bananna Slug



It moves by using it's one foot



It is the second-largest slug on earth



1090 N. Huron River Drive  
in The Eastern Plaza just North of RMTU

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CLUB SPORTS • INTRAMURAL SPORTS • CAFE  
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Current EMU Student? You are ALREADY a member!  
MORE @ THE REAL ONE

## I'M DOING IT FOR MY SISTER.

### TAKE THE CHALLENGE TODAY

I lost my sister to the flu. Alana was healthy one day, and gone the next!

No one is invincible against this dangerous disease, but we can protect ourselves and avoid spreading the flu to our friends and families by getting vaccinated. Take the Michigan Department of Community Health's Flu Vaccination Challenge and see how your school stacks up to other Michigan campuses.

Visit your campus health center or find a clinic at [flushot.healthmap.org](http://flushot.healthmap.org), and join the challenge at [www.surveymonkey.com/s/flubattle](http://www.surveymonkey.com/s/flubattle)

bioCSL Alana's Foundation

FLU 14-10-0037 10/20/14

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# MOM KNOWS BEST PSA


- <https://www.youtube.com/watch?v=V7yQ3qD-DxI>

# PROGRESS UPDATE



# 2014-15 COLLEGE & UNIVERSITY FLU VACCINATION CHALLENGE

**Department of  
Community Health**

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**Physical Health & Prevention**

- Prevention**
  - Cardiovascular
  - Tobacco
  - Cancer
  - Hepatitis
  - Diabetes
  - Arthritis
  - Asthma
  - Dementia
  - Disability Health
  - HIV/STD
  - Lead Poisoning
  - Health Disparity Reduction and Minority Health
- Influenza (The Flu)**
  - Services for Seniors
  - Informed Consent for Abortion
  - Problem Gambling
  - Primary Care & Public Health
- Birth, Death, Marriage and Divorce Records**
- Pregnant Women, Children & Families**
- Behavioral Health & Developmental Disability**

## 2014-15 College & University Flu Vaccination Challenge



How does your university stack up?

Join us in a friendly competition this fall. MDCH is teaming up with colleges and universities to challenge students to get vaccinated against the flu.

By participating in this challenge, your institution will receive access to educational resources and programs, an award of participation, and a chance to win free registration to state immunization conferences. MDCH will recognize high-performing schools with awards of excellence and announce the results via press release and social media channels.

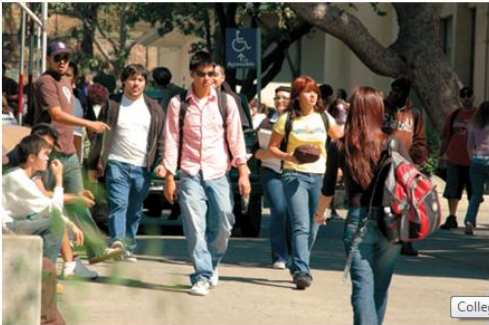
Ensure your students are in class and ready to learn. Join us to plan a successful vaccination campaign at your institution!

Are you part of the challenge?

**Enrolled Schools To Date (9/10/2014):**  
Albion College  
Aquinas College  
Calvin College  
Central Michigan University  
Eastern Michigan University  
Grand Valley State University  
Hope College  
Kalamazoo College  
Michigan State University  
Northwestern Michigan College  
Oakland University  
Southwestern Michigan College  
University of Michigan  
Wayne State University

**Flu Challenge Leaders (as of 11/3/2014):**  
**Small:** #1 Hope College, #2 Calvin College  
**Medium:** #1 Eastern Michigan, #2 Wayne State  
**Large:** #1 Michigan State University

**Campaign Materials**  
Flu Challenge: Rules and Regulations



College Can

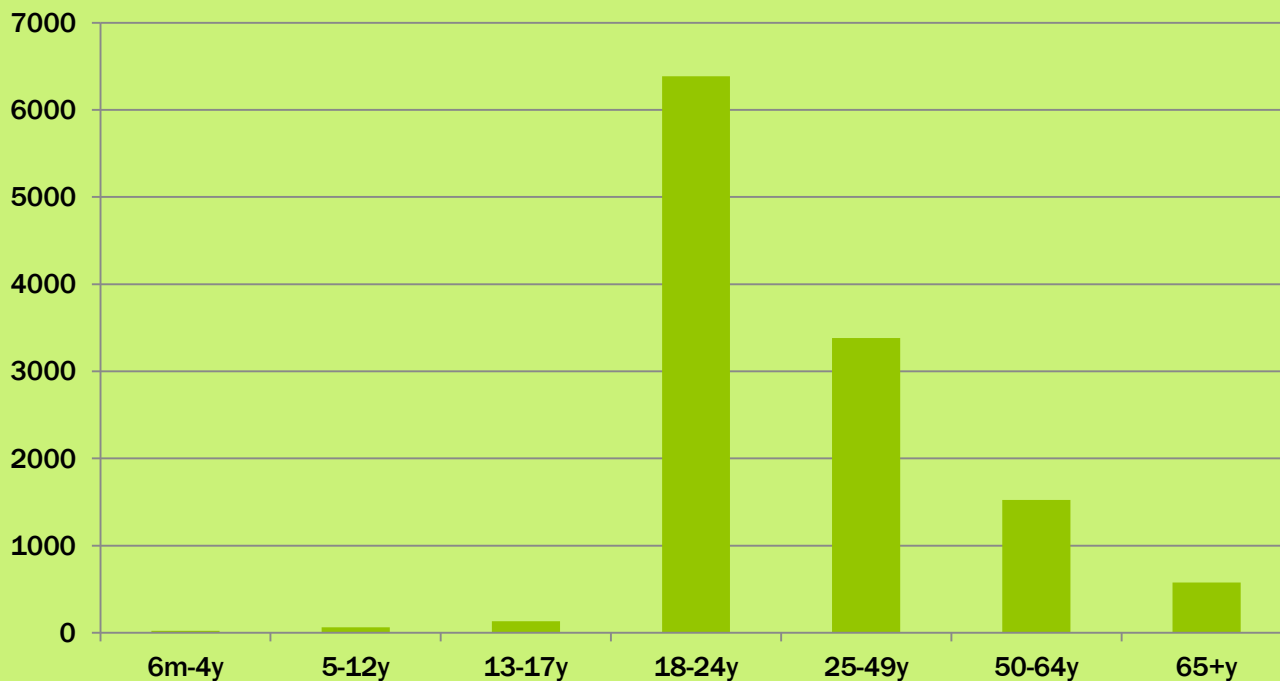
[www.michigan.gov/flu](http://www.michigan.gov/flu) ->

2014-15 College & University Flu Vaccination Challenge

# MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA

- 12,086 flu doses administered by “College/University Clinic” + WSU

**College/University Clinic Flu Doses by Age Group**

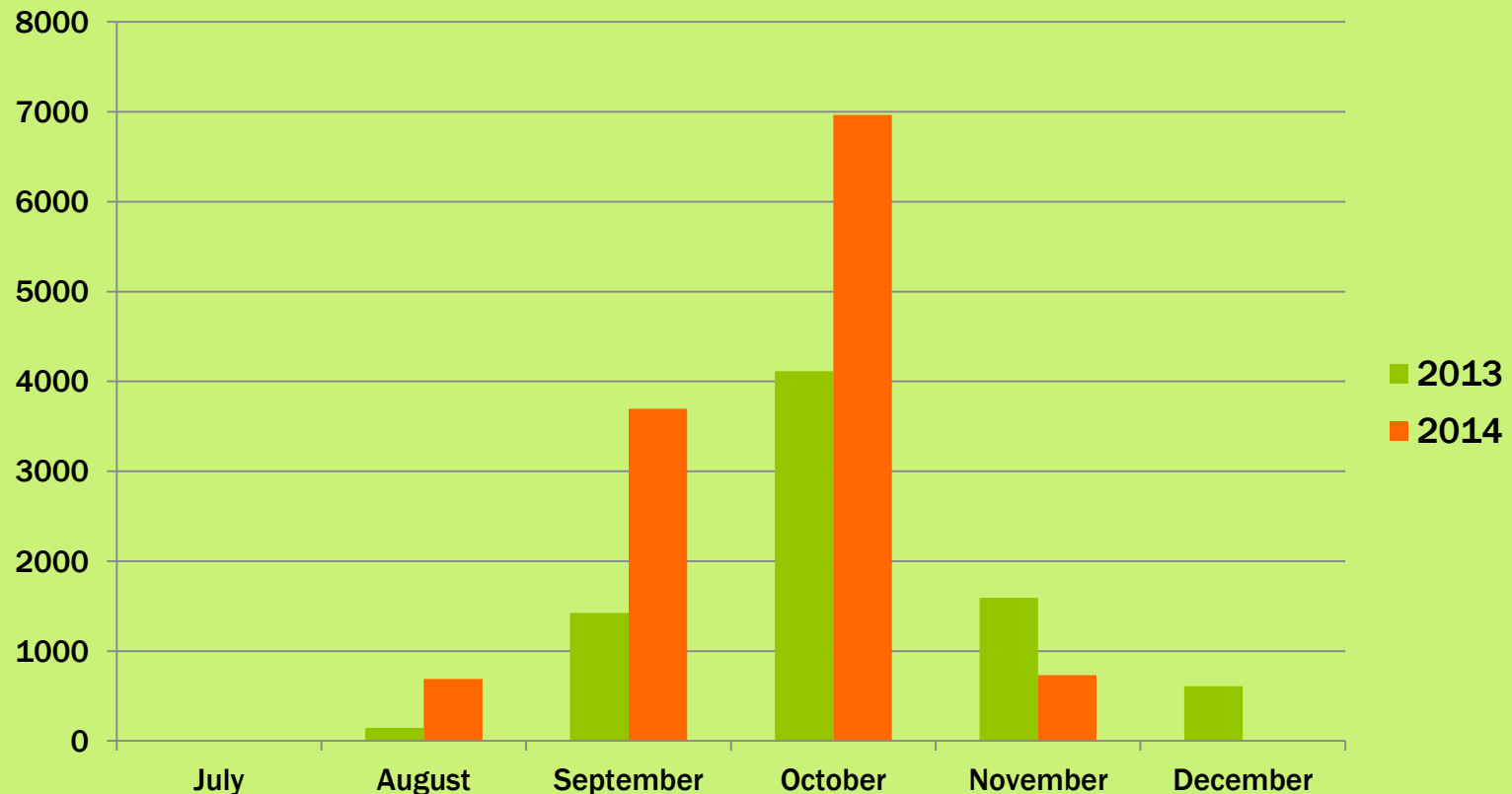


- Age range: 1-92 years, average age 31 years, median 23

# MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA

- How are we looking this year compared to last year?

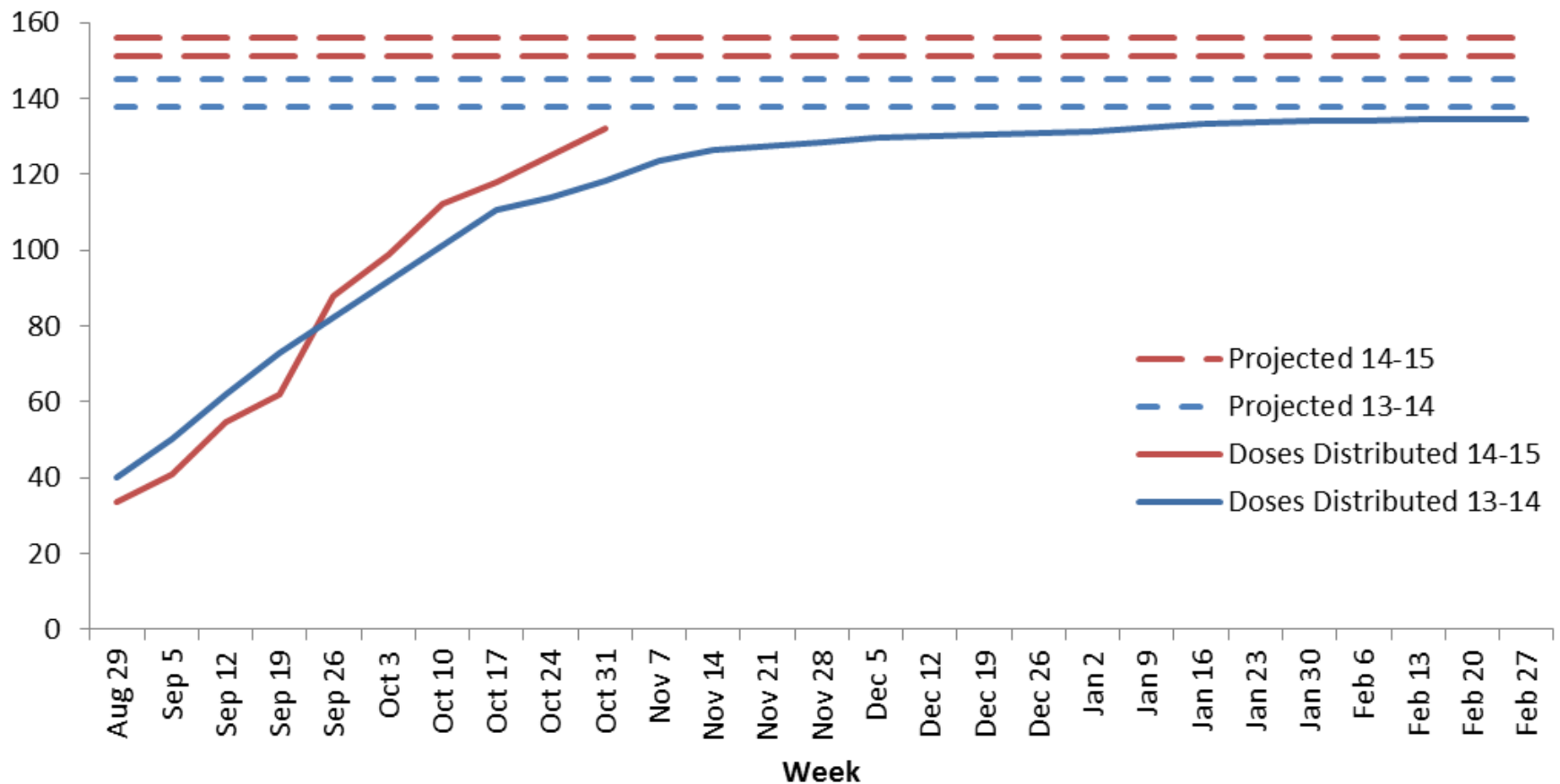
**College/University Clinic Flu Doses by Month**



# 2014-15 FLU SEASON UPDATE

# 2014-15 FLU VACCINE SUPPLY UPDATE

## Total Flu Vaccine Doses Distributed in U.S. (~millions)



# 2014-15 FLU VACCINE SUPPLY UPDATE

- CDC November 5 report: 2,605,960 doses distributed to Michigan
- Same week in 2013: 3,214,240 doses distributed (~608,000 more)
- Michigan was seeing same vaccine delays as U.S., doses should catch up soon to where we were this time last season

# MDCH 2014-15 FLU HANDOUTS

[illegible]

# UPDATES FROM ENROLLED SCHOOLS



# MOVING FORWARD

# FLU CHALLENGE TIMELINE

- **December:**
  - Announce campaign winners during National Influenza Vaccination Week, December 7-13, 2014
- **January-March: Late-season vaccination push**
- **March:**
  - Announce winner of late-season vaccination push
  - Post-campaign webinar with schools
  - Distribute evaluation survey
- **April-May:**
  - Assess campaign effectiveness
  - Lessons learned, successes/challenges
  - Improvements for 2015-16
  - Provide feedback to schools

# WE ARE HERE FOR YOU!

- Questions/comments/support needed?
  - Stefanie DeVita, [DeVitaS1@michigan.gov](mailto:DeVitaS1@michigan.gov), 517-335-3385
  - Courtnay Londo, [LondoC1@michigan.gov](mailto:LondoC1@michigan.gov), 517-335-9948

# LET THE BEST VACCINATED SCHOOL WIN!

## Small



SOUTHWESTERN  
MICHIGAN COLLEGE

## Medium



## Large

